



Experience Sioux Falls
BID Board of Directors
Minutes
June 28, 2022
Experience Sioux Falls Boardroom

Presiding:	Frank Gurnick, Chair
-------------------	----------------------

Voting Members Present:	Matt Brunick Jan Grunewaldt Frank Gurnick	Paul Hegg Tracy Kolb
Voting Members Absent:	Greg Jamison	
Non-Voting Members Present:	Tom Morris Shawn Pritchett	Teri Schmidt
Non-Voting Members Absent:	Sarah Cole	
Others Present:	Anna Derry Frank Nolasco Krista Orsack Kathie Puthoff	Mic Rogstad Katie Semmler Lisa Van Well

Chair Frank Gurnick called the meeting to order and extended welcome to guests.

Approval of Agenda

Jan Grunewaldt moved to approve the agenda. Second by Tracy Kolb. Unanimous.

Approval of Minutes

Matt Brunick moved to approve the March 22, 2022 minutes. Second by Jan Grunewaldt. Unanimous.

Financial Report

Teri Schmidt reviewed the May 31, 2022 Financial Report including expenditures since the last meeting. She noted income is running \$129,000 ahead of budget – some due to timing such as time of year for ad placements and some due to open positions. Tracy Kolb moved to approve the financial report. Second by Jan Grunewaldt. Unanimous.

BID Activity

Teri reported on the following:

- Trends from the STR Report for May, including occupancy and ADR.
- ESF will be preparing 2 budgets for approval. The first will cover October through December 2022 to get us on the calendar year with the City, and then we will write a budget for January through December 2023.
- Reviewed Visitor Information Center attendance numbers for May/June as well as YTD.

- Servicing report for May.
- Group Tour Market – Jackie Wentworth met with 38 travel agents at Rocky Mountain International (RMI). Agents expressed very high interest in Sioux Falls.
- The bus tour business showed a strong June but was a little slower in July.
- We have mailed 5493 visitor guides from requests. This is down 1300 for this time of year.
- Gary Webber will be here next week to begin Visitor Guide advertising sales for the coming guide.
- ESF will host the Valley Springs Information Center Welcome on July 8th.
- PRCA bid is in the works.
- Golden Age Veteran Games will take place in July and is expecting 900 people.
- Innoskate at Levitt is a brand new piece of business and takes place in July.
- We will once again be hosting the Hunter's Welcome at the airport in October.
- Governor's South Dakota Showcase will be held October 21-22, 2022. We are working with the Governor's Office to service the event as well as represent Sioux Falls.
- Teri announced that ESF has two new sales managers – Brandon Vant Hul and Kate Solberg. Jay Kaltenbach will be moving to sales. Briana Jewell will take over his role as Service Manager.

Director of Marketing Krista Orsack reviewed the May Marketing report. She also reported on the following:

- Visitor Guide engagement overall is good.
- Reviewed KPI statistics.
- ESF submitted two of our campaigns for ESTO Awards.

Director of Sales Anna Derry reviewed sales activity since our last meeting.

- Reviewed booked, definite, repeat, new and lost business through 2023. Additionally, 26 leads are being worked for dates through 2027.
- ESF hosted recent site visits for PRCA and Soccer.
- Anna reviewed recent trade/travel shows attended.

Teri reviewed the National Square Dance Convention handout. Teri reminded that the BID Board approved option #4 with a 5 to 1 vote and that has been presented to the planners. Anna reported that planners are not happy with option #4. They want more comp rooms. We are still working to see if we can make it work. Teri asked the board if we should still stick with option #4? Discussion followed noting that the hotels have given quite a bit based on the peak season dates and are not comfortable giving any more. Jan Grunewaldt made a motion to stay with Option #4. Second by Matt Brunick. Unanimous approval.

Transition to Independent Organization

Teri reported that September 1, 2022 is the official date for ESF to become an independent organization. We have received our 501c6 status.

Shawn Pritchett reported that City Council will be presented with the revised BID Ordinance that was approved by this board in March of 2021. Letters have gone out to hotels involved with the BID. The first reading will be June 7, 2022.

Shawn also noted that in July/August the BID Board will need to approve new Bylaws as well as 2 budgets – the interim budget which runs from October 1 to December 31, 2022 as well as the full 2023 calendar budget. These will need to be approved by the City Council on September 1st in order to be effective October 1, 2022. See Shawn's handouts for the new agreement.

A management agreement may need to be addressed at the July 5th information meeting.

Paul Hegg requested a copy ESF's new lease with the Chamber of Commerce who took over ownership of the Commerce Center.

Other Business

There was no new business.

Public Comments

Frank Nolasco, General Manger of the Dakotah Lodge asked where we are at on NCAA basketball. Teri explained that the Sioux Falls Sports Authority is involved with the NCAA. Sioux Falls needs a certain number of tier 1 hotels to compete. The Sports Authority recently met with NCAA. Teri thinks it may be a while yet before NCAA comes to Sioux Falls, depending on hotel growth, etc.

Adjournment

Tracy Kolb motioned to adjourn. Second by Jan Grunewaldt. Meeting adjourned.

The next regularly scheduled meeting is September 27, 2022 at 11:30 am.

Respectfully submitted:

Kathie Puthoff

Name

June 28, 2022

Date